

## ABSTRACT

A method for multimedia interaction between viewers and a broadcaster, a computer program product for executing the method for multimedia interaction, and a method for attracting additional subscribers to network service providers through use of 5 this method. The method for multimedia interaction includes the steps of establishing a communication link between a plurality of viewers and broadcaster and choosing at least one viewer to appear on a broadcast. Once chosen, the viewer or viewer receives digital image and audio, or video, information from the broadcaster and transmits digital image and audio, or video, information back to the broadcaster. At least a portion of the video 10 information transmitted to the broadcaster is included in the broadcast, which is then transmitted to at least the plurality of viewers from which the chosen viewer or viewers were chosen via digital picture with live information via Internet.